

## Location Composition

Category	County	% of State
2010 Population	26,208	0.27%
2010 Households	11,760	0.32%
2010 Group Quarters	283	0.10%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	24,407	93.13%	English	25,165	96.02%
Hispanic	653	2.49%	Spanish	642	2.45%
Multiracial	632	2.41%	German	167	0.64%
Nat. Amer.	420	1.60%	Vietnamese	53	0.20%
Other race	366	1.39%	Italian	46	0.18%
Black	213	0.81%	Tagalog	43	0.17%
Asian	170	0.65%	Other PI lang.	33	0.13%
			Portuguese	23	0.09%

## Getting Involved

To learn more about this location, please contact Shirley Sells (ssells@ncbaptist.org).

### NOTES:

The Communities Summary identifies the top three types of communities in the county, the number of households, and the percent of the county.

The Lifestyle Summary identifies the top six lifestyle segments in the county, the number of households, percent of the county households, and the percent of households that are unreached.

The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the county. The last three items provide the household percent that is "affiliated" with the top religious groups. "Other World Religions" include religions other than Islam, Hinduism, Buddhism, and Christianity.

Location Composition: Listed are the total number of people and the total number of households in the county.

Race/Ethnicity gives the population count and percentage of population for each of the race / ethnicity categories. The language section gives the population count age 5 yrs+ that speaks the language at home.

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## Reaching Cherokee County, NC

# MISSIONAL COUNTY DIGEST

## Top County Communities

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## Luke 10:2

Jesus told them, "The harvest is plentiful, but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field."

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Households: 6,596  
Percent: 56.09%

## Country Communities

Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries. With low levels of education, these primarily white family households earn wages in the lower middle income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods.



Households: 1,830  
Percent: 15.56%

## Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic families in Urban Communities, struggling to balance priorities and budgets in a climate of institutional prejudice creates a lack of stability and control. Residing within major metropolitan cities and towns, most households live in apartments.



Households: 1,615  
Percent: 13.73%

## Working Communities

Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service. These jobs provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely populated areas and small-town suburbs.

## Top Lifestyle Segments



### Hardy Rural Families (61% Unreached)

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. I

Households: 2,845  
Percent: 24.19%



### Hinterland Families (41% Unreached)

Hinterland Families is a collection of families and couples who've settled in isolated towns and villages throughout the South. These mostly middle-aged households are overwhelmingly white, less educated (one-fifth never completed high school) and working-class. They work in a variety of blue-collar jobs in manufacturing, construction, transportation and agriculture. Though most live in inexpensive houses, one-third reside in mobile homes.

Households: 2,124  
Percent: 18.06%



### Rugged Rural Style (58% Unreached)

Rugged Rural Style consists of some of the most isolated communities in America. In these rural working-class households across the Southwest and Western states, predominantly older married couples and retirees live in aging houses and mobile homes. Those still working have blue-collar jobs in construction, manufacturing and agriculture-the cluster has more than four times as many farmers as the general population.

Households: 1,686  
Percent: 14.34%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	6,979	59.35%
Religious but NOT Evangelical	1,259	10.7%
Spiritual but NOT Evangelical	1,523	12.95%
Non-Evangelical but NOT Interested	4,202	35.73%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	5,028	26.70%
Adult Poor or Fair Health (as % of Adults yrs 25+)	3,992	21.20%
Adult High School dropouts (as % of Adults yrs 25+)	2,297	12.20%
Children in Poverty (as % of all children)	1,702	32.80%
Adult Unemployment Rate (as % of Adults yrs 25+)	1,423	14.20%
Household Violent Crime incidents (as % of all hhlds)	120	1.02%
Adult STD Incidents (as % of Adults yrs 25+)	19	0.10%

Note: A "0" means that this particular data item is not available for this county.

## Motivescape: Attitudinal Indicators



**Approvers**  
Looking for recognition

# HH: 8,954  
% HH: 76.14%



**Connectors**  
Looking for relationship

# HH: 8,243  
% HH: 70.10%



**Creators**  
Looking for innovation

# HH: 7,474  
% HH: 63.56%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	2,398	20.39%
Evangelical Protestant Heritage	6,333	53.85
Mainline Protestant Heritage	2,261	19.23
Morman Heritage	904	7.69